

By Tobii

EyeTrackLab

Use a Tobii Eye Tracker to see where your customers are looking

The EyeTrackLab is a new Eye Tracking research facility within the City Group Rooms at 60 York Street, Sydney 2000. It has been set up by Objective Digital to enable you to use Tobii Eye Trackers to track where your customers are looking on a website, magazine, shelf layout, packaging or anything else!

Who should use the EyeTrackLab:

- Market Researchers
- Advertising Agency Planners
- Packaging Designers
- Web Developers
- Usability Consultants
- E-Commerce Managers
- Those interested in finding out exactly where people are looking!

What will it cost?

1. **EyeTrackLab** - You can hire the 'EyeTrackLab', and conduct your own research on the Tobii Eye Tracker. \$2,500 + gst per day.
2. **EyeTrackLab Plus Consultant** - You can hire the 'EyeTrackLab' and conduct research with the help of a Tobii Eye Tracking Consultant for the day. \$4,000 + gst per day.

Contact me today to discuss your Eye Tracking needs!

James Breeze
Chief Experience Officer

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an emotionally sensitive software tool that directly measures, records and analyses consumers' emotional response to visual stimuli. Attention Tool® is the World leading Eye Tracking software within market research and the application combines eye tracking metrics, reading metrics and emotion metrics.

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